Navy Localized Messages
NRD Ohio

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Ohio

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Ohio, with nearly 3,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, Special Warfare, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Ohio, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.*)

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as Kent State, Eastern Kentucky University and West Virginia University to join the military ranks. (*This is an example focusing on medical and calling out a few universities in NRD Ohio – tailor this message to the schools you recruit from and give examples of the tuition assistance available.*)
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide.)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy SEAL, Physician or a Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings for NRD Ohio.)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Ohio, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Morgantown, this weekend, our Sailors' mission was to bring smiles to the faces of the children at the WVU Children's Hospital, simply by playing board games – some of the Sailors' very own childhood favorites. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- West Virginians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of West Virginia, the people of Kentucky, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Ohio, please reach out to your local Fleet and Family Support Center or network with fellow Toledo Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in Kentucky. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. (*When tailoring this message, include the specific region or area.)*

Ohio Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **27** of the Fortune 500 ranked companies are based in cities in Ohio, with Cardinal Health, Kroger, Procter & Gamble, Marathon Petroleum and Nationwide ranked in the top 100 (ranked in revenues):
  - Cardinal Health, Kroger, Procter & Gamble, Marathon Petroleum, Nationwide, Macy's, Goodyear Tire & Rubber, FirstEnergy, American Electric Power, Parker-Hannifin, L Brands, Sherwin-Williams, TravelCenters of America, Dana Holding, Fifth Third Bancorp, Owens-Illinois, Omnicare, Cliffs Natural Resources, AK Steel Holding, J.M. Smucker, Big Lots, Western & Sothern Financial Group, Andersons, Owens Corning, American financial Group, Timken
- The Navy has a presence in Ohio with approximately 3,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Ohio's export shipments of merchandise which in 2012 totaled $48.6 billion
- Ohio received $1.297,598 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Ohio Department of Commerce's (ODOC) STEP program will support small businesses with qualified export activities including International Partner Searches, Gold Key services, trade show participation, select international marketing and foreign language translation services, training program participation and steps to compliance through the Ohio International Market Access Grant for Exporters program.
  - In addition, the STEP project will promote Ohio products directly in international markets by planning and recruiting for no less than ten Export Trade Missions.

Ohio Data Points

- A total of 16,559 companies exported goods from Ohio locations in 2011. Of these, 14,835 (89.6 percent) were small and medium-sized enterprises (SMEs) with fewer than 500 employees.
- SMEs generated nearly one-quarter (24 percent) of Ohio's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.9 percent of Ohio's total private-sector employment. Over one-quarter (27.6 percent) of all manufacturing workers in Ohio depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - General Electric Company - $982,301
  - Cardinal Health, Inc. - $495,351
  - GE Rolls-Royce Fighter Engine - $408,585
  - Battelle Memorial Institute - $397,573
  - Proctor & Gamble Company - $319,862
  - The Wornick Company - $156,011
  - Computer Sciences Corporation - $121,075
  - CFM International Inc. - $100,750
  - American Body Armor and Equipment - $90,134
  - Lockheed Martin Corporation - $88,733
- The state's largest export market was Canada. Ohio posted merchandise exports of $19.7 billion to Canada in 2012, 40.5 percent of the state’s total merchandise exports. Canada was followed by Mexico ($4.7 billion), China ($2.8 billion), France ($2.7 billion), and Brazil ($1.6 billion).

Ohio Data Points

- The state's largest merchandise export category is transportation equipment, which accounted for $15 billion of Ohio's total merchandise exports in 2012. Other top merchandise exports were machinery ($6.9 billion), chemicals ($6.6 billion), computer & electronic products ($3.2 billion), computer & electronic products ($3.2 billion), and primary metal manufactures ($2.7 billion).
- In 2012, the following metropolitan areas in Ohio recorded merchandise exports: Cincinnati-Middletown ($20.0 billion, portions of this MSA are shared with one or more other states), Cleveland-Elyria-Mentor ($11.1 billion), Columbus($5.5 billion), Akron ($3.8 billion), Dayton ($2.8 billion),Toledo ($2.7 billion), Canton-Massillon ($1.6 billion),Youngstown-Warren-Boardman ($1.2 billion, portions ofthis MSA are shared with one or more other states), Lima ($573 million), and Mansfield ($360 million).

Ohio Data Points

- Top Medical Schools
  - Case Western University (#24, U.S. News Best Medical Schools: Research, #35, U.S. News Best Medical Schools: Primary Care, Cleveland, Ohio)
  - Ohio State University* (#39, U.S. News Best Medical Schools: Research, #40, U.S. News Best Medical Schools: Primary Care, Columbus, Ohio)
  - University of Cincinnati (#44, U.S. News Best Medical Schools: Research, #74, U.S. News Best Medical Schools: Primary Care)
  - University of Toledo
  - Wright State University – (Dayton, Ohio)
- Top Engineering Schools
  - Ohio State University* (#30, U.S. News Best Engineering Grad Schools, Columbus, Ohio)
  - University of Dayton (#60, U.S. News Best Engineering Grad Schools)
  - University of Cincinnati (#80, U.S. News Best Engineering Grad Schools)
  - University of Akron (#121, U.S. News Best Engineering Grad Schools)
  - Ohio University (#126, U.S. News Best Engineering Grad Schools, Athens, Ohio)
  - Wright State University (#131, U.S. News Best Engineering Grad Schools, Dayton, Ohio)
  - Cleveland State University
  - University of Toledo
- Top Chaplain Schools
  - University of Dayton
  - Franciscan University of Steubenville
  - Cedarville University
  - Ashland University

*Indicates university with NROTC program

Ohio Data Points

- Five ships have borne the name USS *Ohio:*
  - The first *USS Ohio* was a merchant schooner purchased by the Navy in 1812. She served on Lake Erie in a squadron tasked to wrestle control of the lake from the British. In 1814, she was captured with *USS Somers* by the British within pistol shot of Fort Erie.
  - The second *USS Ohio*, a ship-of-the-line, launched in 1820 but didn't join the Mediterranean Squadron until 1838. She acted as flagship for two years, protecting commerce and suppressing the slave trade off the African coast. In 1847 she participated in the Tuxpan River Expedition in the Mexican War and spent the next two years in the Pacific protecting commerce and policing the newly acquired California Territory during the chaotic early months of the gold rush. She rotated between reserve and receiving ship in 1950 until sold in 1883.
  - The third *USS Ohio*, a *Maine* class battleship launched in 1901, was the flagship of the Asiatic Fleet until joining the Great White Fleet's cruise around the world in 1907. Upon the outbreak of World War I, she operated out of Norfolk, training crews for the expanding fleet, and taking part in battleship maneuvers. She was decommissioned in 1922.
  - The fourth *USS Ohio* (BB–68) was authorized in 1940, however, construction was cancelled in 1943.
  - The fifth *USS Ohio* (SSGN 726) is the first *Trident* class nuclear powered submarine, commissioned in 1981. In 2003, conversion started to modify the *USS Ohio* to carry 154 conventional cruise missiles instead of 24 Trident missiles. She is now also able to support operations of up to 66 Special Forces Personnel for up to 90 days. She rejoined the fleet in 2006 and has already completed more than 50 patrols.

Ohio Data Points

- Ohio is proud to be home to 253 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Seaman Thomas Barton received a Medal of Honor for extraordinary heroism in action while serving on board the *USS Hunchback* in the attack on Franklin, Virginia, 3 October 1862. When an ignited shell, with cartridge attached, fell out of the howitzer upon the deck, Seaman Barton promptly seized a pail of water and threw it upon the missile, thereby preventing it from exploding.
  - Shipfitter First Class Patrick McGunigal received a Medal of Honor for extraordinary heroism while attached to the *USS Huntington*. On the morning of 17 September 1917, while the *USS Huntington* was passing through the war zone, a kite balloon was sent up with Lieutenant (j.g.) H. W. Hoyt, United States Navy, as an observer. When the balloon was about 400 feet in the air, the temperature suddenly dropped, causing the balloon to descend about 200 feet, when it was struck by a squall. The balloon was hauled to the ship's side, but the basket trailed in the water and the pilot was submerged. Shipfitter First Class McGunigal, climbed down the side of the ship, jumped to the ropes leading to the basket, and cleared the tangle enough to get the pilot out of them. He then helped the pilot to get clear, and enabled him to be hauled to the deck. A bowline was then lowered to McGunigal and he was taken safely aboard.
  - Captain Michael John Estocin received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty on 20 and 26 April 1967 as a pilot in Attack Squadron One Hundred Ninety-Two (VA-192), embarked in *USS Ticonderoga* (CVA-14). Leading a three-plane group of aircraft in support of a coordinated strike against two thermal power plants in Haiphong, North Vietnam, on 20 April 1967, Captain Estocin provided continuous warnings to the strike group leaders of the surface-to-air missile threats, and personally neutralized three sites. Although his aircraft was severely damaged by an exploding missile, he reentered the target area and relentlessly prosecuted a Shrike attack in the face of intense anti-aircraft fire. With less than five minutes of fuel remaining, he departed the target area and commenced in-flight refueling which continued for over 100 miles. On 26 April 1967, in support of a coordinated strike against the vital fuel facilities in Haiphong, he led an attack on a threatening site, during which his aircraft was seriously damaged; nevertheless, he

West Virginia Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world’s consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- There are no Fortune 500 ranked companies based in cities in West Virginia.
- The Navy doesn’t have a strong visible presence in West Virginia, with less than 800 Navy personnel employed, including active duty and civilian personnel.
- However, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It’s a chain reaction – the Navy makes it possible for goods to be delivered overseas, including West Virginia’s export shipments of merchandise which totaled $11.3 billion in 2012.
- A total of 1,065 companies exported goods from West Virginia locations in 2011. Of those, 802 (75.3 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees. SMEs generated nearly one-quarter (22.7 percent) of West Virginia's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 3.4 percent of West Virginia’s total private-sector employment. Over one-fifth (20.6 percent) of all manufacturing workers in West Virginia depended on exports for their jobs (2011 data latest available).

West Virginia Data Points

- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Alliant Techsystems Inc. - $90,151
  - Brayman Construction Corporation - $46,365
  - Azimuth, Inc. - $21,265
  - BBL, LLC - $20,309
  - Aero Corporation - $17,528
  - Worldwide Technology Holding - $14,076
  - FCX Systems, INC. - $12,104
  - Prologic, Inc.- $11,478
  - Allied Defense Industries, INC. - $10,294
  - General Southern Industries, INC. - $7,618
- The state's largest export market was Canada. West Virginia posted merchandise exports of $1.8 billion to Canada in 2012, 15.7 percent of the state’s total merchandise exports. Canada was followed by the Netherlands ($953 million), china ($887 million), Japan ($773 million) and India ($739 million).
- West Virginia’s largest merchandise export category is minerals &ores, which accounted for $7.4 billion of West Virginia's total merchandise exports in 2012. Other top merchandise exports were chemicals ($1.6 billion), transportation equipment ($1.2 billion), primary metal manufactures ($208 million), and miscellaneous manufactured commodities ($170 million).

West Virginia Data Points

- In 2012, the following metropolitan areas in West Virginia recorded merchandise exports: Charleston ($2.1 billion), Parkersburg-Marietta-Vienna ($1.2 billion, portions of this MSA are shared with one or more other states), Huntington-Ashland ($439 million, portions of this MSA are shared with one or more other states), Morgantown ($76 million) and Wheeling ($75 million, portions of this MSA are shared with one or more states).

West Virginia Data Points

- Top Medical Schools
  - West Virginia University (#86, U.S. News Best Medical Schools: Research, #52, U.S. News Best Medical Schools: Primary Care, Morgantown, West Virginia)
  - West Virginia School of Osteopathic Medicine – (Lewisburg, West Virginia)
  - Marshall University – (Huntington, West Virginia)
- Top Engineering Schools
  - West Virginia University (#102, U.S. News Best Engineering Grad Schools, Morgantown, West Virginia)
- Top Chaplain Schools
  - West Virginia Wesleyan College – (Buckhannon, West Virginia)
  - Appalachian Bible College – (Mount Hope, West Virginia)
  - Wheeling Jesuit University

*Indicates university with NROTC program

West Virginia Data Points

- Three ships have borne the name USS *West Virginia* including:
  - The first USS *West Virginia* (Armored Cruiser # 5, later CA-5), 1905-1930, was a 13,680 ton *Pennsylvania* class armored cruiser, and built at Newport News, Virginia. Commissioned in February 1905, she operated with the Atlantic Fleet until the end of September 1906, then left the East Coast for the Far East. *West Virginia* served in Asiatic waters until returning to the U.S. in 1908 to become part of the Pacific Fleet. In addition to serving off the U.S. West Coast, the cruiser operated in the Hawaiian Islands area and off Mexico. During the mid-1910s she was in reserve at the Puget Sound Navy Yard, Bremerton, Washington, but returned to active status in 1916 for duty off Mexico. *West Virginia* was renamed *Huntington* in November of that year, freeing her "state" name for a new battleship. In March 1930, after being laid up for nearly a decade, USS *Huntington* was stricken from the Navy list. She was sold for scrapping in August 1930.
  - The second USS *West Virginia* (BB-48), 1923-1959 is a 32,600-ton *Colorado* class battleship built at Newport News, Virginia, and commissioned in December 1923. She was the last battleship completed for the United States Navy for nearly two decades. During the 1920s and 1930s, she served in the United States Fleet, taking part in "Fleet Problems" and other exercises as part of the continuing effort to develop tactics and maintain the Navy's combat readiness. *West Virginia's* base was moved to Pearl Harbor in 1940, and she was there on 7 December 1941, when the Japanese attacked. In that raid, the battleship was hit by two bombs and at least seven torpedoes, which blew huge holes in her port side. Skillful damage control saved her from capsizing, but she quickly sank to the harbor bottom. Salvaged and given temporary repairs at the Pearl Harbor Navy Yard, in April 1943, *West Virginia* steamed to the West Coast for final repair at the Puget Sound Navy Yard. She emerged from the shipyard in July 1944 completely changed in appearance, with a wider hull, and massively improved anti-aircraft gun battery. On 1 April 1945, while off Okinawa, she was hit by a Japanese Kamikaze plane but was able to remain in action, continuing her bombardment duties there into June. She participated in Operation "Magic Carpet" during the last part of 1945, bringing home veterans of the Pacific war. Inactive after early 1946, she was decommissioned in January 1947. Following twelve years in the Pacific Reserve Fleet, USS *West Virginia* was sold for

West Virginia Data Points

- The third USS *West Virginia* (SSBN 736) is an *Ohio* class ballistic missile submarine and is the third U.S. Navy ship to be named for West Virginia, and the 11th of the 18 *Ohio* class submarines. She has been in commission since 1990. The focal point of the emblem is the outline of the 35th state in the Union while the silent mountaineer represents the first West Virginia pioneers who endured unimaginable horrors in grappling their proud mountainous lands from the French and their Indian allies. The traditional long rifle has been replaced with King Neptune's three-pronged spear, the Trident, the nautical symbol of our nation's third generation (after Polaris and Poseidon) Strategic Submerged Launched Ballistic Missile Program.

- West Virginia is proud to be home to 44 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Seaman Lawrence Clinton Sinnett received a Medal of Honor for extraordinary heroism in the line of his profession, on board the USS *Florida* during the seizure of Vera Cruz, Mexico, 21 April 1914.
  - Chief Gunner Robert Edward Cox received a Medal of Honor for extraordinary heroism while serving on the USS *Missouri* 13 April, 1904. While at target practice off Pensacola, Florida., an accident occurred in the *Missouri* whereby the lives of five officers and 28 men were lost. The ship was in imminent danger of destruction by explosion, and the prompt action of Chief Gunner Cox and two Gunner's Mates caused the fire to be brought under control, and the loss of the *Missouri*, together with her crew, was averted.
  - Ensign Hugh Carroll Frazer received a Medal of Honor for extraordinary heroism in battle during the engagement of Vera Cruz, Mexico, 22 April 1914. During this engagement, Ensign Frazer ran forward to rescue a wounded man, exposing himself to hostile fire and that of his own men. Having accomplished the mission, he returned at once to his position in line.

Virginia Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **23** of the Fortune 500 ranked companies are based in cities in Virginia with Freddie Mac and General Dynamics ranked in the top 100 (ranked in revenues):
  - Freddie Mac, General Dynamics, Northrop Grumman, Capital One Financial, AES, Altria Group, Computer Sciences, Dominion Resources, Smithfield Foods, Norfolk Southern, SAIC, Genworth Financial, CarMax, Owens & Minor, Alpha Natural Resources, NII Holdings, Dollar Tree, Amerigroup, Advance Auto Parts, MeadWestvaco, Exelis, Booz Allen Hamilton Holding, Gannett
- The Navy has a very visible presence in Virginia with nearly 73,000 Navy personnel employed, including active duty and civilian personnel and seven installations.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Virginia's export shipments of merchandise which in 2012 totaled $18.3 billion.
- Virginia received $734,002 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign.
  - The STEP grant will be used for three primary target markets: health and wellness with a trade mission to United Arab Emirates, energy with a trade mission to Germany and Poland, and defense with a trade mission to Germany and Poland.
- A total of 7,687 companies exported goods from Virginia locations in 2011. Of those, 6,619 (86.1 percent) were small and medium-sized enterprises

Virginia Data Points

- SMEs generated over one-quarter (29.2 percent) of Virginia's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 3.6 percent of Virginia's total private-sector employment. One-fifth (20.3 percent) of all manufacturing workers in Virginia depended on exports for their jobs (2011 data latest available)
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Northrop Grumman Corporation - $5,327,736
  - Booz Allen Hamilton Inc - $1,624,866
  - Evergreen International Airline - $1,322,676
  - Science Applications International - $1,141,060
  - General Dynamics Corporation - $1,113,752
  - Caci International Inc. - $1,047,246
  - Lockheed Martin Corporation - $998,859
  - VSE Corporation - $725,714
  - Global Linguist Solutions LLC - $723,126
  - Computer Sciences Corporation - $534,539
- The state's largest market for exports was Canada. Virginia posted merchandise exports of $3.2 billion to Canada in 2012, 17.5 percent of the state’s total merchandise exports. Canada was followed by China ($2 billion), the United Kingdom ($1.1 billion), Mexico ($1.1 billion), and Germany ($922 million).

Virginia Data Points

- The state's largest merchandise export category was chemicals, which accounted for $3 billion of Virginia's total merchandise exports in 2012. Other top merchandise exports were transportation equipment ($2.4 billion), computer & electronic products ($2.4 billion), machinery ($1.8 billion), and food & kindred products ($1.2 billion).
- In 2012, the following metropolitan areas in Virginia recorded merchandise exports: Richmond ($4.3 billion), Virginia Beach-Norfolk-Newport News ($2.7 billion, portions of this MSA are shared with one or more other states), Blacksburg-Christiansburg-Radford ($844 million), Roanoke($717 million), Lynchburg ($463 million), Winchester($284 million, portions of this MSA are shared with one or more other states), Danville ($273 million), Charlottesville($242 million) and Harrisonburg ($158 million).

Virginia Data Points

- Top Medical Schools
  - University of Virginia* (#25, U.S. News Best Medical Schools: Research, #19, U.S. News Best Medical Schools: Primary Care, Charlottesville, Virginia)
  - Virginia Commonwealth University (#69, U.S. News Best Medical Schools: Research, #76, U.S. News Best Medical Schools: Primary Care, Richmond, Virginia)
  - Eastern Virginia Medical School (#63, U.S. News Best Medical Schools: Primary Care, Norfolk, Virginia)
  - Edward Via College of Osteopathic Medicine – (Blacksburg, Virginia)
- Top Engineering Schools
  - Virginia Tech (#24, U.S. News Best Engineering Grad Schools, Blacksburg, Virginia)
  - University of Virginia* (#39, U.S. News Best Engineering Grad Schools, Charlottesville, Virginia)
  - George Mason University (#114, U.S. News Best Engineering Grad Schools, Fairfax, Virginia)
  - Virginia Commonwealth University (#144, U.S. News Best Engineering Grad Schools, Richmond, Virginia)
  - Old Dominion University* -- (Norfolk, Virginia)
- Top Chaplain Schools
  - Eastern Mennonite University – (Harrisonburg, Virginia)
  - Roanoke College – (Salem, Virginia)
  - Shenandoah University – (Winchester, Virginia)
  - Liberty University – (Lynchburg, Virginia)

*Indicates university with NROTC program

Virginia Data Points

- Ten ships have borne the name USS *Virginia*:
  - The first USS *Virginia*, authorized by the Continental Navy in 1776 as a 28-gun sailing frigate, was launched and commissioned in 1777. In 1778 she was captured by the British and later recommissioned as the HMS *Virginia*.
  - The second USS *Virginia*—a schooner built in 1797 for the United States Revenue Cutter Service at Portsmouth, Va.—was transferred to the Navy for use in the undeclared naval war against France in 1798. In 1799 she was declared unfit for naval service and returned to Revenue Cutter Service.
  - The third USS *Virginia* was one of nine, 74-gun warships authorized by Congress in 1816. She was kept on the stocks as part of a naval policy discouraging launching or commissioning the "74s" except when the national interest clearly required it. *Virginia* remained in Boston until she was broken up there starting in 1874.
  - The fourth USS *Virginia* was originally the British merchantman Pet built at Dumbarton, Scotland, in 1861. Throughout her career she was a blockader and captured numerous ships. She was sold at public auction in 1865.
  - The fifth USS *Virginia* (BB-13), lead ship of a class of 14,948-ton battleships, was built at Newport News, Virginia and commissioned in 1906. When the United States entered World War I in 1917, *Virginia* was out of commission, receiving repairs at the Boston Navy Yard. USS *Virginia* was transferred to the War Department in 1923 and sunk in aerial bombing tests off the North Carolina coast a month later.

Virginia Data Points

- Continued…:
  - The sixth USS *Virginia* (SP-274), a 98-foot motor boat built in 1910 for use as a pleasure craft, was purchased by the Navy in 1917, and placed in commission as USS *Virginia* (SP-274). The craft operated on the Great Lakes for her entire Navy career.
  - The seventh USS *Virginia* (SP-746), a 61' 6" motor boat, was built in 1906. In 1917 she was leased by the Navy for World War I patrol service. Placed in commission as USS *Virginia* (SP-746), the craft was based at Machias, Maine, until returned to her owner in January 1919.
  - The eighth USS *Virginia* (SP-1965), a 61-foot section patrol boat built at Norfolk, Virginia in 1902 as a pleasure craft, was leased by the Navy and converted to a patrol craft in 1917. She was assigned to the Fifth Naval District and operated in the Norfolk area for the remainder of World War I until returned to her owner in 1919.
  - The ninth USS *Virginia* (CGN 38) was the lead ship of a class of four nuclear powered guided missile cruisers commissioned in 1976. She totaled nine deployments and was active in Northern Europe for NATO exercises, Operation Desert Shield and Desert Storm, and in the war against drugs. She was decommissioned in 1994 and currently lies scrapped in Puget Sound Naval Shipyard.
  - The tenth USS *Virginia* (SSN 774) is the lead ship of the *Virginia* class of nuclear-powered attack submarines. Commissioned in 2004, she was designed for battlespace dominance across a broad spectrum of regional and littoral missions as well as open-ocean, "blue water" missions. The USS *Virginia* (SSN 774) is still active.

Virginia Data Points

- Virginia is proud to be home to 49 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Cook First Class Daniel Atkins received a Medal of Honor for distinguished and heroic conduct while serving on board the USS *Cushing*, 11 February 1898. Showing gallant conduct, Ship's Cook First Class Atkins attempted to save the life of the late Ensign Joseph C. Breckenridge, U.S. Navy, who fell overboard at sea from that vessel on this date.
  - Hospitalman Francis Colton Hammond received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as a Medical Corpsman serving with the First Battalion, Fifth Marines, FIRST Marine Division (Reinforced), in action against enemy aggressor forces in Korea on the night of 26 - 27 March 1953. During a counterattack against a superior hostile force occupying ground on a contested outpost far in advance of the main line of resistance, Hospital Corpsman Hammond's platoon was subjected to a murderous barrage of hostile mortar and artillery fire, followed by a vicious assault by onrushing enemy troops. Hospital Corpsman Hammond moved among Marines and, although critically wounded himself, valiantly continued to administer aid to the other wounded throughout a four-hour period. When the unit was ordered to withdraw, he directed the evacuation of casualties and remained in the fire-swept area to assist the corpsmen of the relieving unit until he was struck by a round of enemy mortar fire and fell, mortally wounded.
  - Commander Richard Evenly Byrd, Jr. received a Medal of Honor for distinguishing himself by courage and intrepidity at the risk of his life on 9 May 1926, in demonstrating that it is possible for aircraft to travel in continuous flight from a now inhabited portion of the earth over the North Pole and return.

Kentucky Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **Five** of the Fortune 500 ranked companies are based in cities in Kentucky with Humana ranked in the top 100 (ranked in revenues):
  - Humana, Yum Brands, Ashland, Kindred Healthcare, General Cable
- The Navy has a relatively low presence in Kentucky with less than 1,000 Navy personnel employed, including active duty and civilian personnel. However, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Kentucky's export shipments of merchandise which in 2012 totaled $22.1 billion.
- Kentucky received $275,802 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign.
  - Kentucky will utilize STEP funding to provide accessible market entry opportunities for Kentucky companies, promote the value of exporting, teach the skills needed to take advantage of sales, and creating concrete market entry opportunities through increased access to export development services, trade shows, and trade missions.
- A total of 4,740 companies exported goods from Kentucky locations in 2011. Of those, 3,823 (80.7 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-sixth (17.8 percent) of Kentucky's total exports of merchandise in 2011.

Kentucky Data Points

- Export-supported jobs linked to manufacturing accounted for an estimated 6.9 percent of Kentucky's total private-sector employment. Nearly one-quarter (23.5 percent) of all manufacturing workers in Kentucky depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - HUMANA Inc. - $3,394,656
  - Raytheon Company - $462,482
  - L-3 Communications Holding, Inc. - $456,124
  - UPS Contractor Team - $302,527
  - Bechtel Group, Inc. - $248,421
  - Computer Sciences Corporation - $101,605
  - BAE Systems PLC - $52,480
  - Engineered Support Systems Inc. - $50,406
  - Boeing Sikorsky Comanche Team - $45,615
  - Lusk Mechanical Contractors, Inc. - $40,697
- The state's largest export market was Canada. Kentucky posted merchandise exports of $7.3 billion to Canada in 2012, 33.2 percent of the state’s total merchandise exports. Canada was followed by Mexico ($1.7 billion), the United Kingdom ($1.5 billion), Japan ($1.3 billion), and Brazil ($1.1 billion).

Kentucky Data Points

- The state's largest merchandise export category was transportation equipment, which accounted for $8.3 billion of Kentucky's total merchandise exports in 2012. Other top merchandise exports were chemicals ($4.2 billion), machinery ($1.9 billion), computer and electronic products ($1.7 billion), and electrical equipment ($754 million).
- In 2012, the following metropolitan areas in Kentucky recorded merchandise exports: Louisville/Jefferson County ($7.7 billion, portions of this MSA are shared with one or more other states), Lexington-Fayette ($2.5 billion),Bowling Green ($590 million), Elizabethtown ($215 million) and Owensboro ($99 million)..

Kentucky Data Points

- Top Medical Schools
  - University of Kentucky (#67, U.S. News Best Medical Schools: Research, #57, U.S. News Best Medical Schools: Primary Care, Lexington, Kentucky)
  - University of Louisville (#75, U.S. News Best Medical Schools: Research)
  - University of Pikeville
- Top Engineering Schools
  - University of Kentucky (#102, U.S. News Best Engineering Grad Schools, Lexington, Kentucky)
  - University of Louisville (#121, U.S. News Best Engineering Grad Schools)
- Top Chaplain Schools
  - Campbellsville University
  - Asbury College – (Wilmore, Kentucky)
  - The Southern Baptist Theological Seminary – (Louisville, Kentucky)
  - Kentucky Christian University – (Grayson, Kentucky)

*No NROTC programs in Kentucky

Kentucky Data Points

- Three ships have borne the name USS *Kentucky*:
  - The first *USS Kentucky* (BB-6), a 11,520-ton *Kearsarge* class battleship, commissioned in 1900, served on the Asiatic Station between 1900 and 1904, and along the U.S. east coast and in the Caribbean area from 1905 to 1907. She was modernized between 1909 and 1912, and served as a training ship during World War I. She was decommissioned in 1920.
  - The second *USS Kentucky* (BB-66), a 45,000-ton *Iowa* class battleship, was built at the Norfolk Navy Yard, between 1942 and 1947, but never completed. The incomplete hull was launched in January 1950 to make Kentucky's building dock available for other uses. Though several schemes were entertained for completing Kentucky as a guided-missile ship, none were pursued. Her bow was removed in 1956 to repair *USS Wisconsin* (BB-64), and she was sold for scrapping in October 1958. However, Kentucky's engines remain in service to this day, powering the fast combat support ships *USS Sacramento* (AOE-1) and *USS Camden* (AOE-2).
  - The third *USS Kentucky* (SSBN 737), commissioned in 1987, is the twelfth Trident submarine. She collided with *USS San Juan* (SSN 751) in 1998 while the *USS Kentucky* was on the surface, and the *USS San Juan* was submerged. According to US Navy official data, the submarines suffered minor damage and returned to Groton Naval Base for extensive checks. There were no casualties.

Kentucky Data Points

- Kentucky is proud to be home to 42 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Watertender Edward Alvin Clary received a Medal of Honor for extraordinary heroism in the line of his profession on board the *USS Hopkins* on the occasion of the accident to one of the boilers of that vessel, 14 February 1910.
  - Seaman Edward William Boers received a Medal of Honor for gallant and heroic service on board the *USS Bennington*, 21 July 1905. Following the explosion of a boiler of that vessel, Seaman Boers displayed extraordinary heroism in the resulting action.
  - Quarter Gunner George Holt received a Medal of Honor for gallant and heroic conduct while serving on board the *USS Plymouth*, Hamburg Harbor, 3 July 1871. Jumping overboard at the imminent risk of his life, Quarter Gunner Holt, with a comrade, rescued from drowning one of a party who was thrown from a shore boat.

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